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East Colfax Parking Management Study

COMMUNITY SURVEY RESULTS / JANUARY 24, 2025

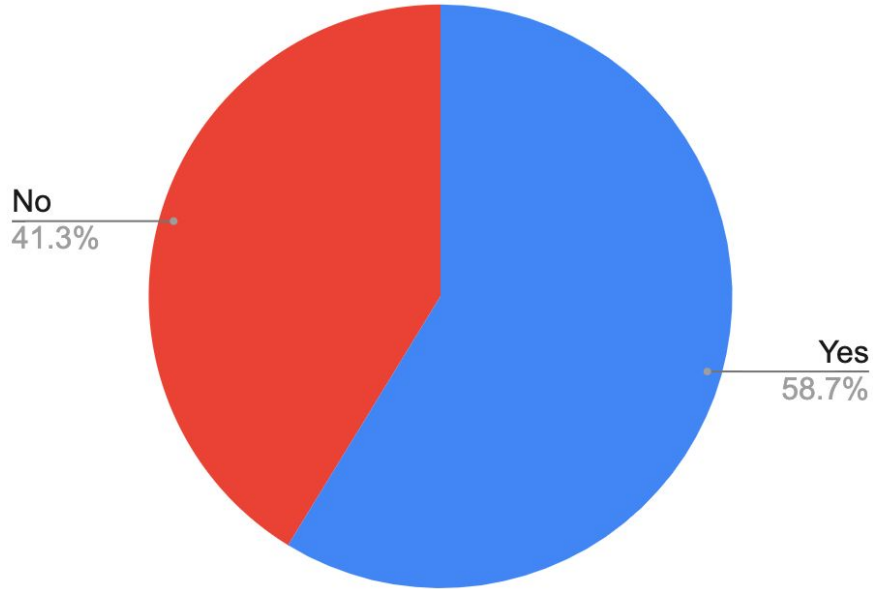
Community survey promotion

- Texting, targeted by zip code:
 - zip codes that East Colfax runs through in Denver
 - zip codes that East Colfax runs through in Aurora up to Picadilly Rd
 - zip codes w/in 3 miles of Colfax
 - Zip codes along Federal and Colorado Boulevard (key transit corridors that connect to Colfax)
- Meta (facebook and instagram) ads, targeted to:
 - look alike” audiences and actual followers for DSP, Colfax Ave BID, Fax Partnership
 - People in our zip codes w/ related “interests”
- Flyers
- Survey available in English, Spanish, Burmese, Karen, Amharic and Korean

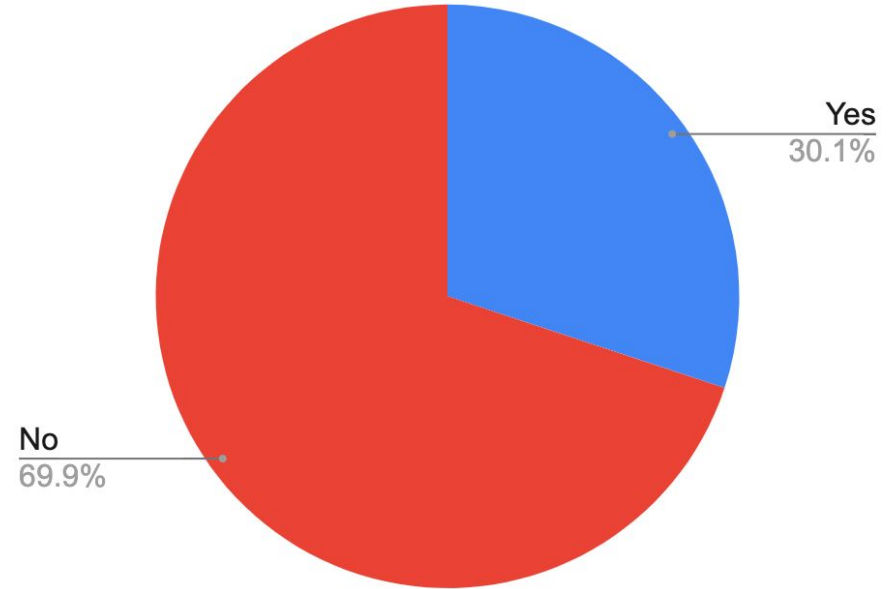


Survey respondents (1,041 total)

Do you live on or near the East Colfax corridor?

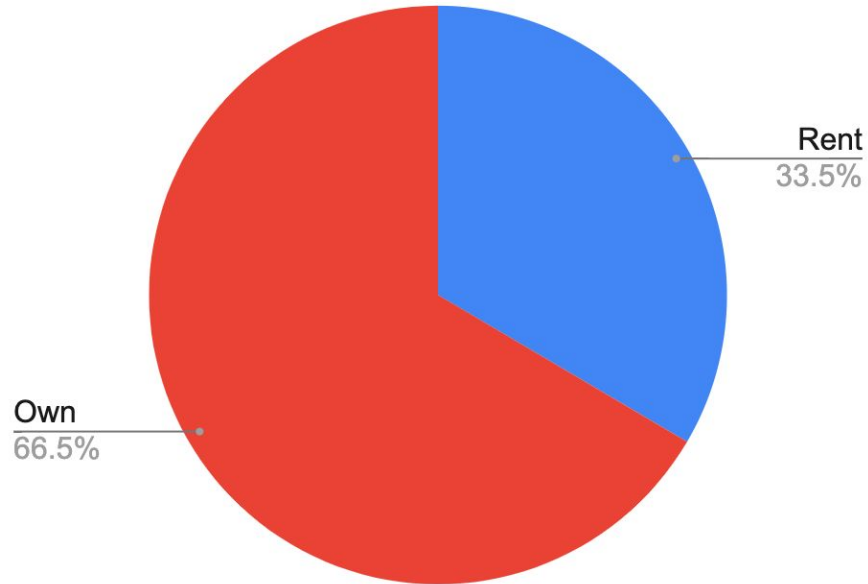


Do you work on or near the East Colfax corridor?

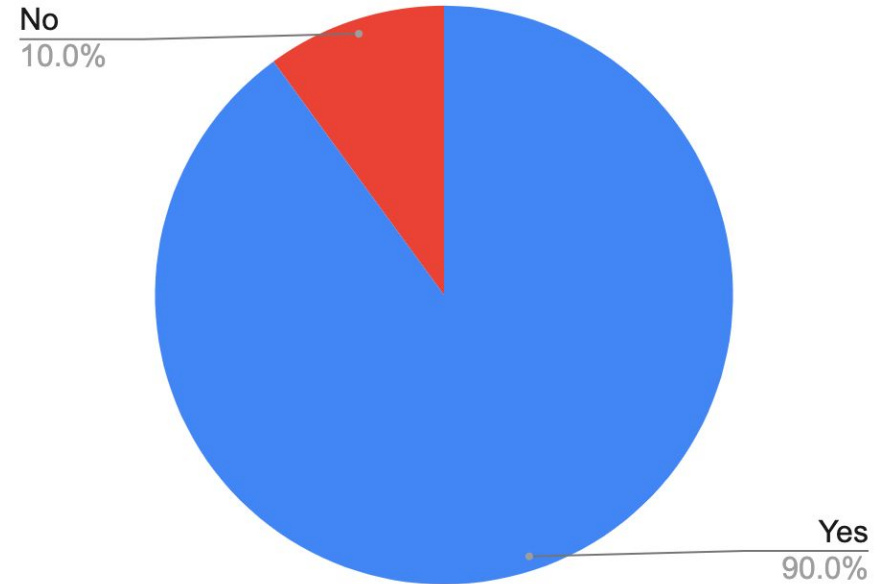


Survey respondents (1,041 total)

Do you rent or own your home?

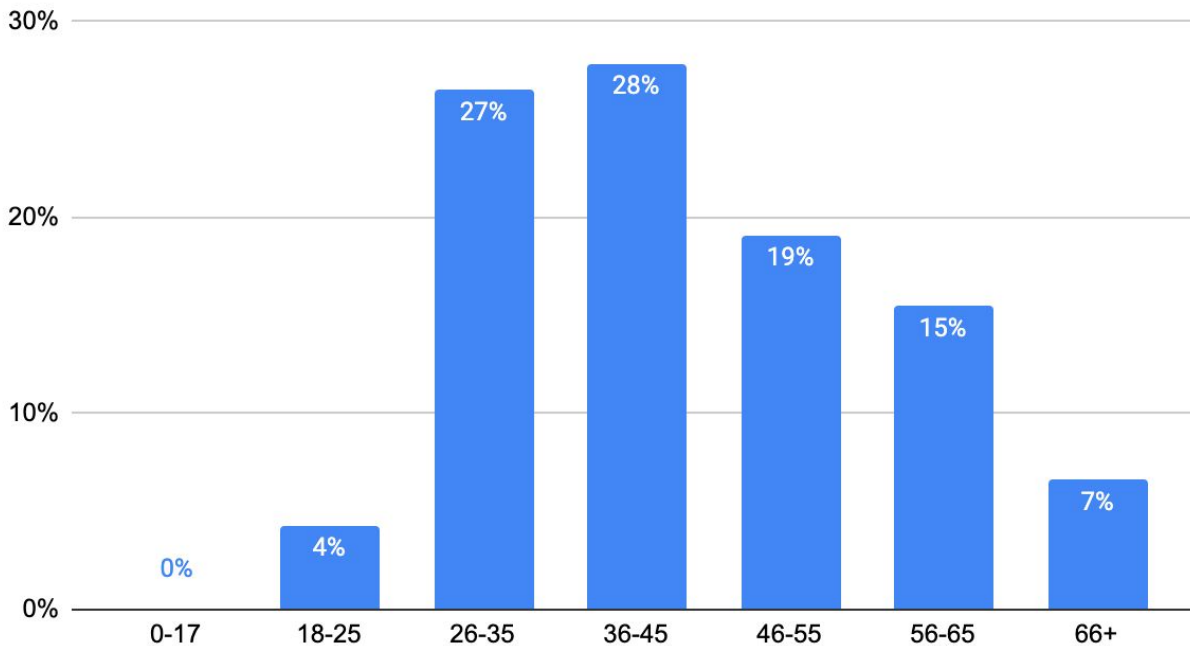


Do you own a car?



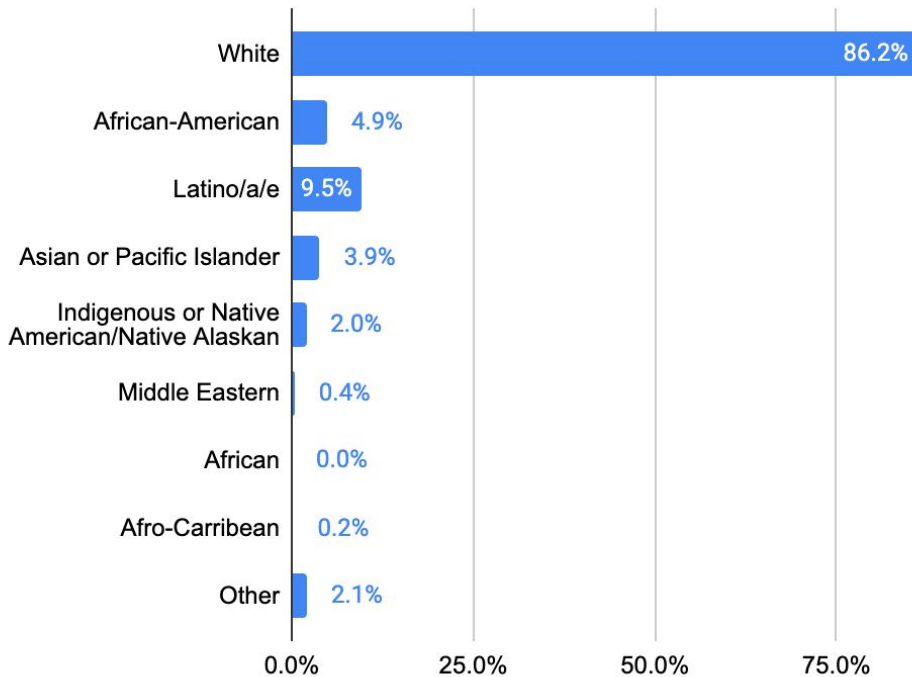
Survey respondents (1,041 total)

How old are you?



Survey respondents (1,041 total)

What is your race or ethnicity? (select all that apply)

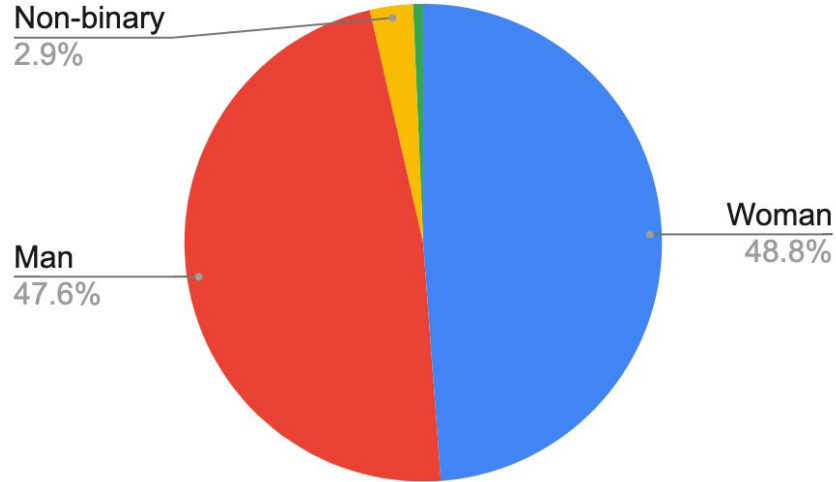


12 respondents to
non-English surveys

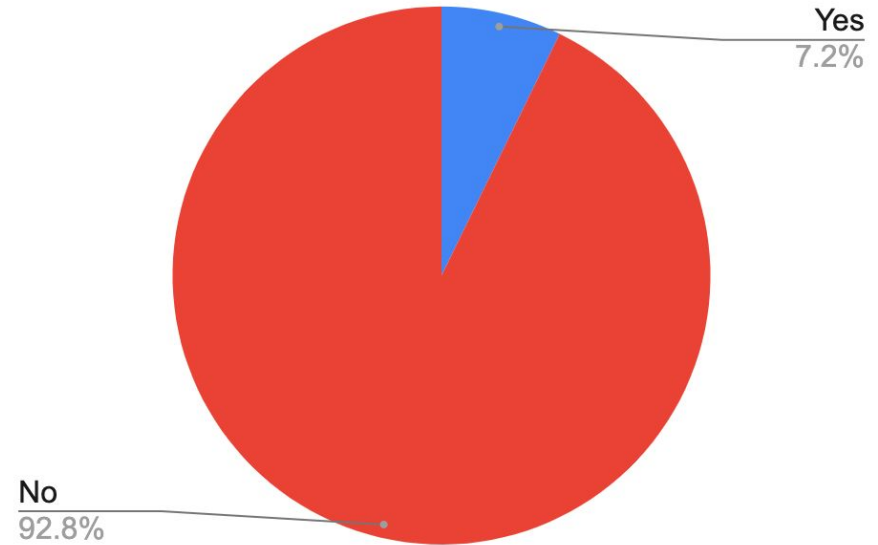


Survey respondents (1,041 total)

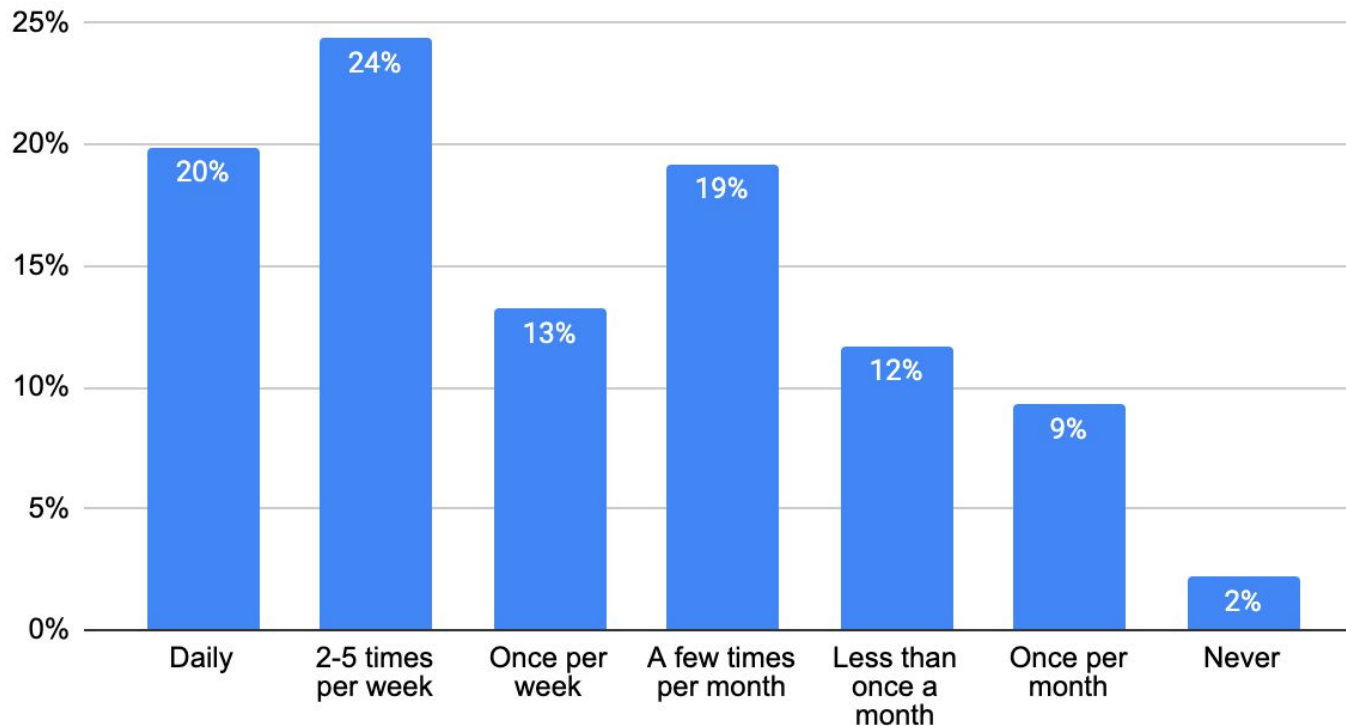
What gender do you most identify with?



Do you identify as a person with a mobility-related disability?



How often do you visit destinations on or near East Colfax?

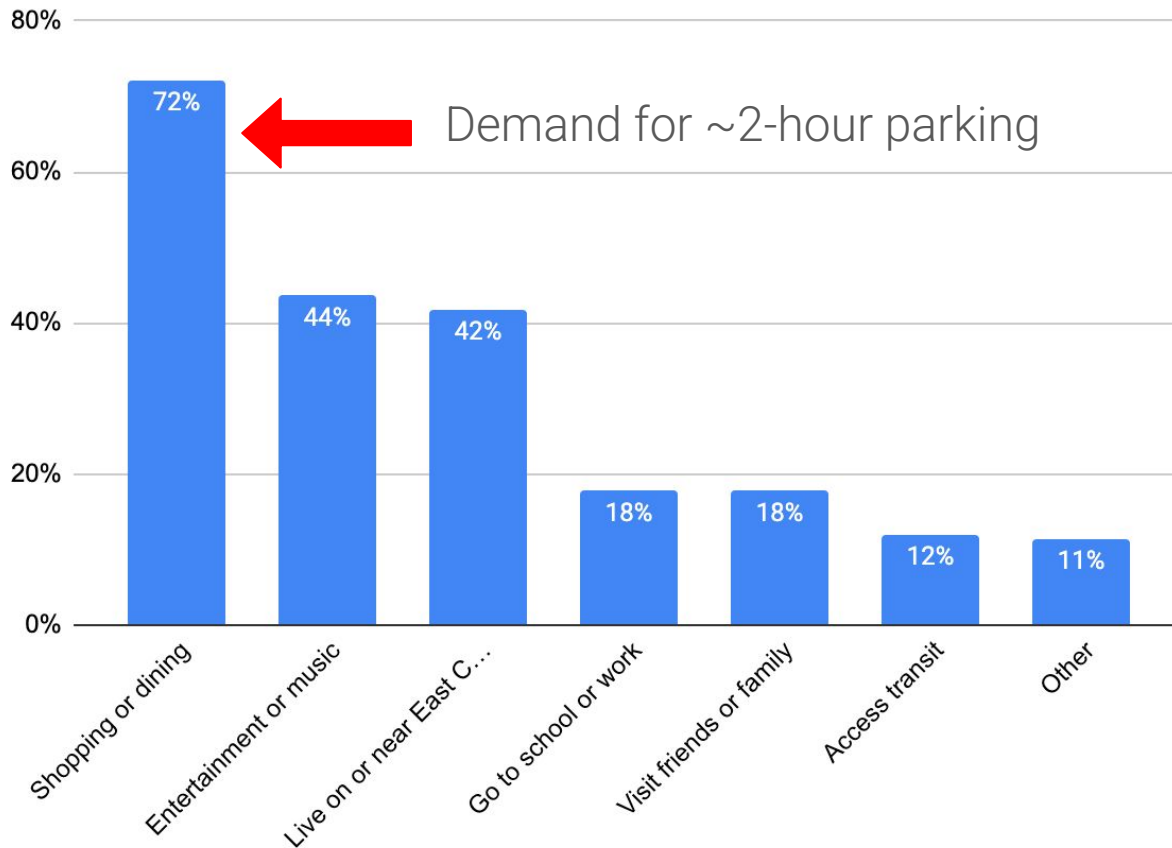


Most likely to visit daily:

- People with disabilities (33%)
- Non-English (33%)
- People who don't drive to Colfax (27%)

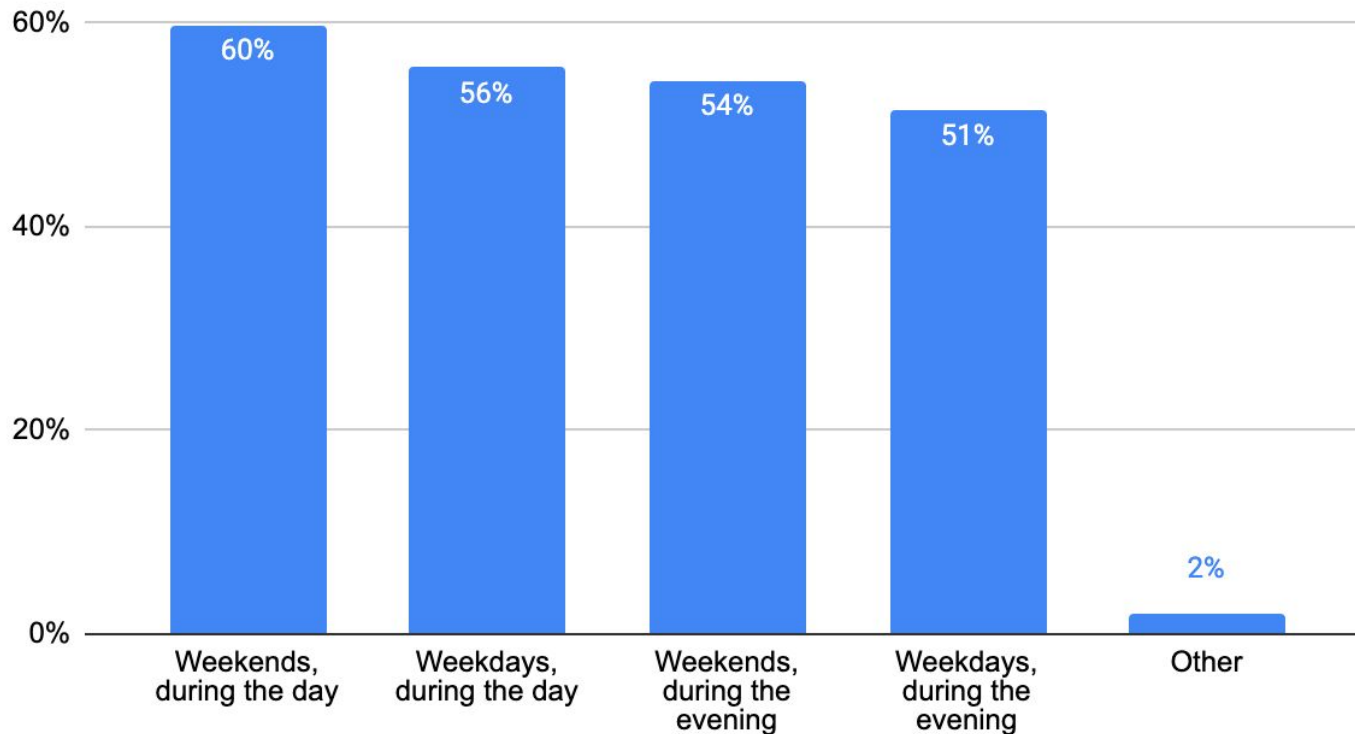


Why do you typically visit East Colfax? (Select all that apply)



Older adults less likely to visit for entertainment or music (18%)

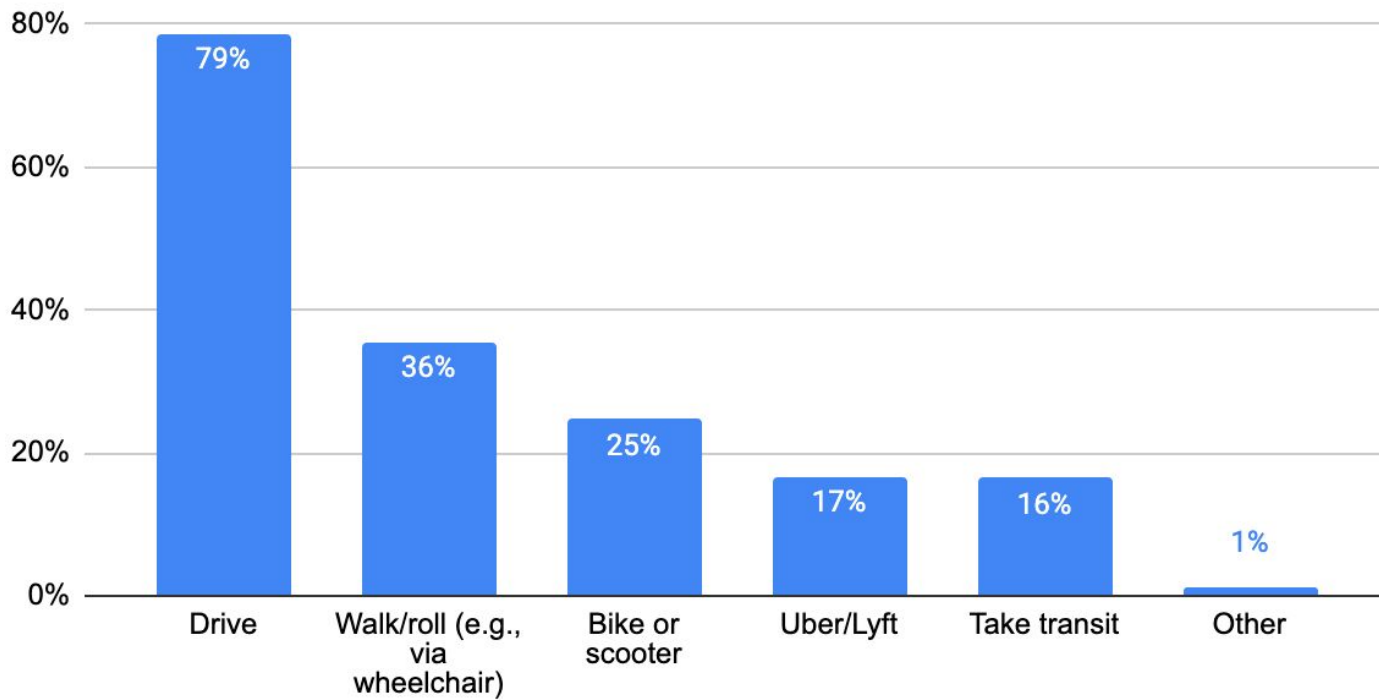
When do you typically visit East Colfax? (Select all that apply)



Older adults less likely to visit on evenings (26%-28%)



How do you typically get to East Colfax? (Select all that apply, up to three options)

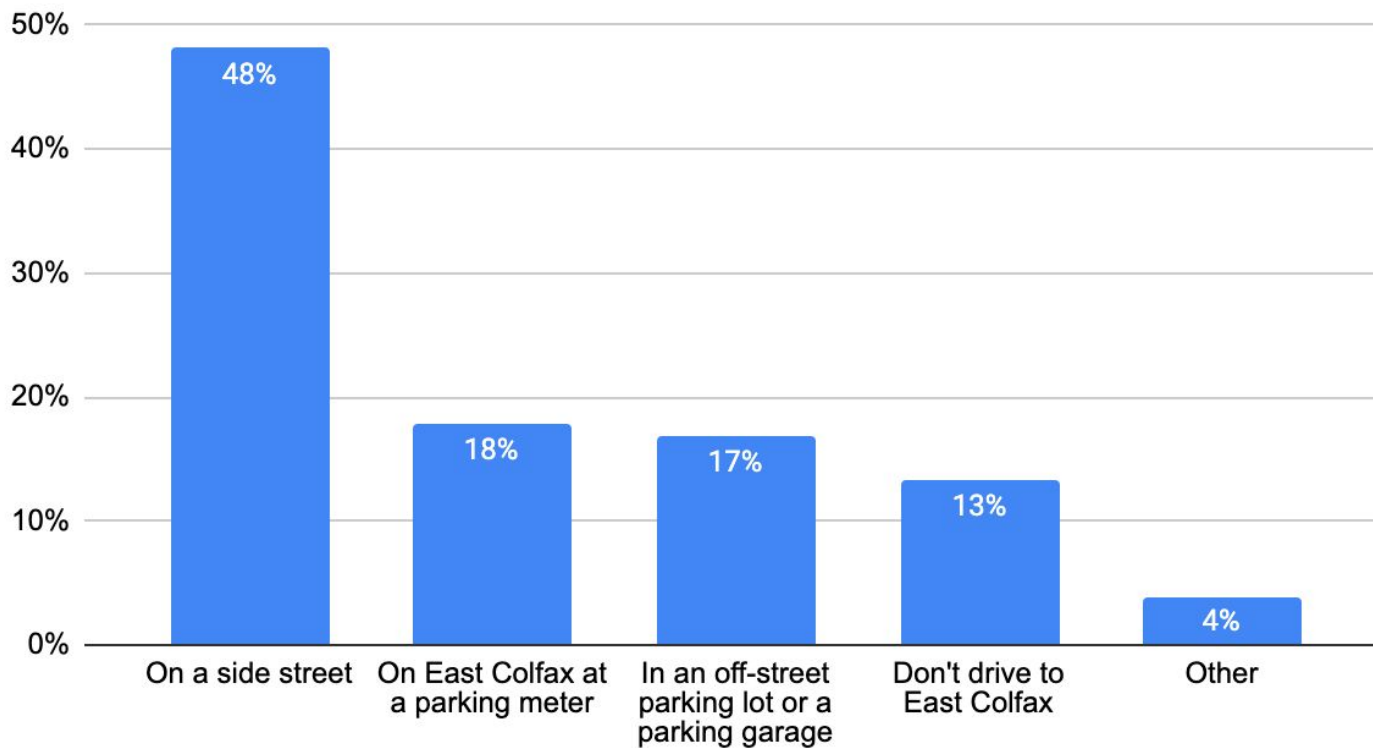


Most likely to take transit:

- Non-English (33%)
- Renters (26%)
- People with disabilities (21%)
- Work near Colfax (21%)



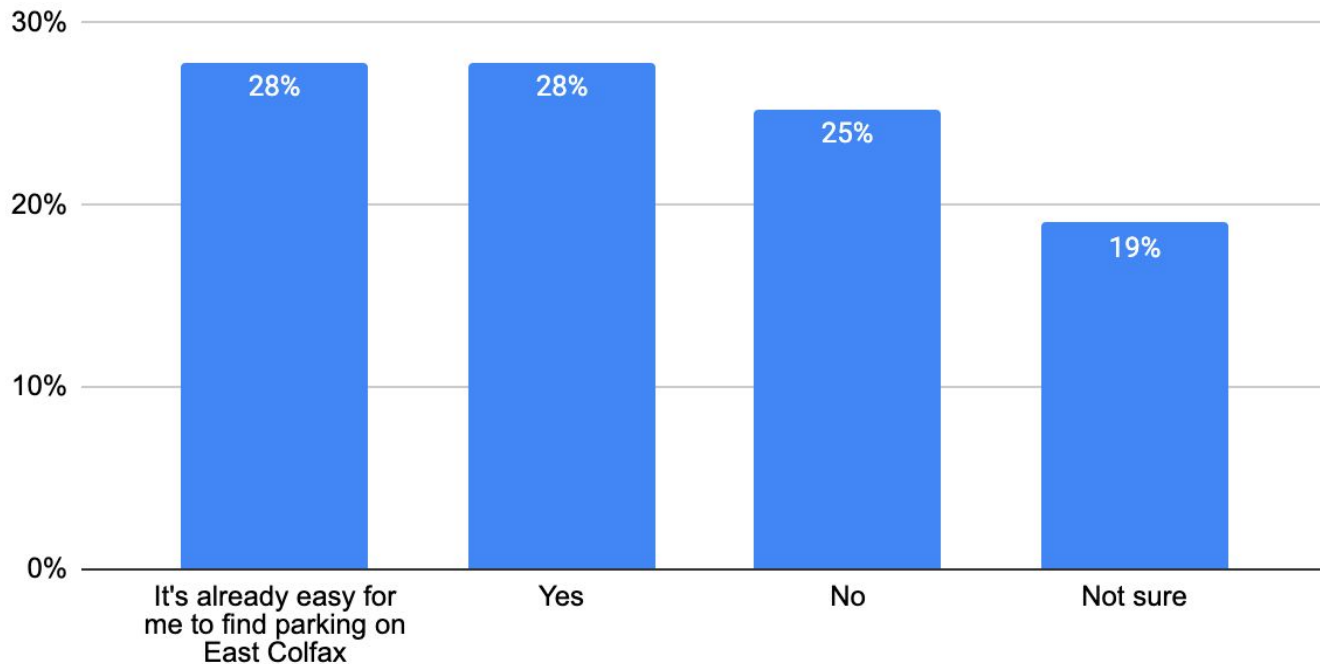
If you drive to East Colfax, where do you typically park?



- Older adults more likely to park off-street (32%)



If it was easier to find parking on or near East Colfax, would you visit more often?

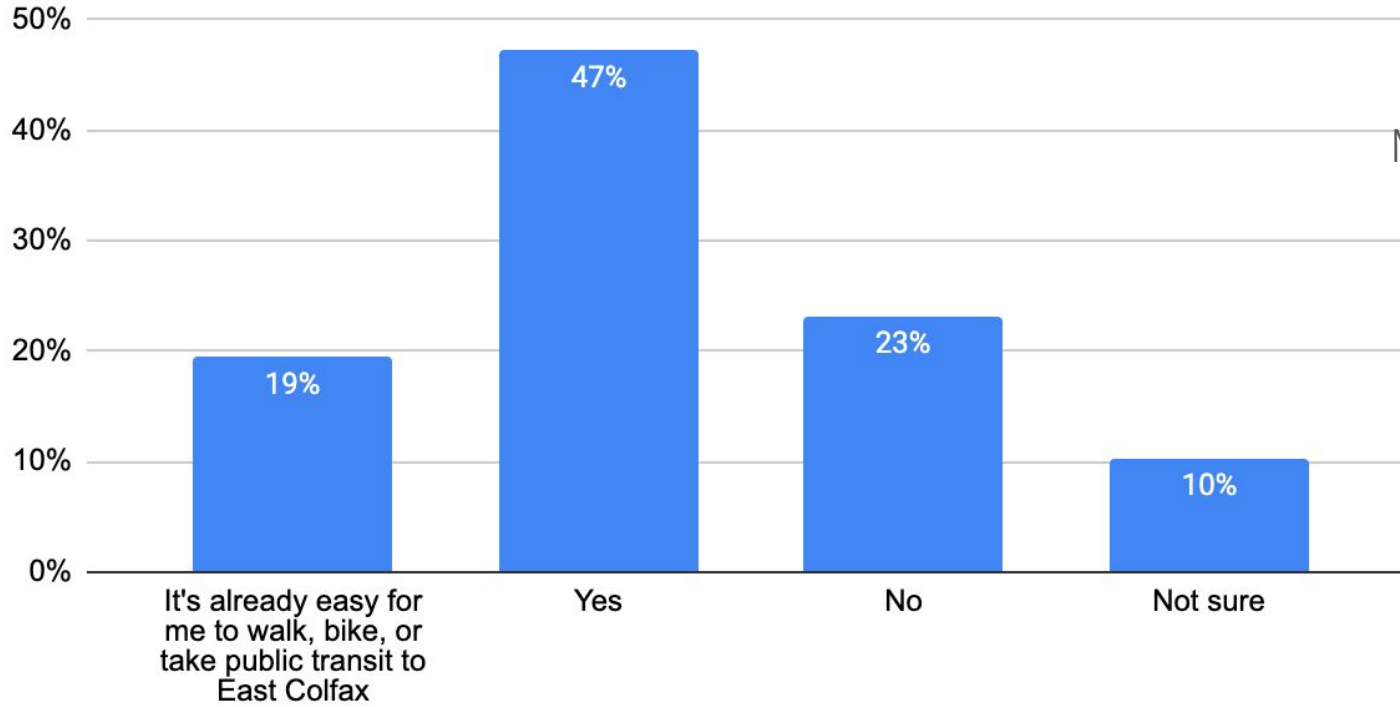


Most likely to say “yes”

- Non-English (42%)
- People with disabilities (45%)
- Work near Colfax (34%)



If it was easier to walk, bike, or take public transit to East Colfax, would you visit more often?



Most likely to say “yes”

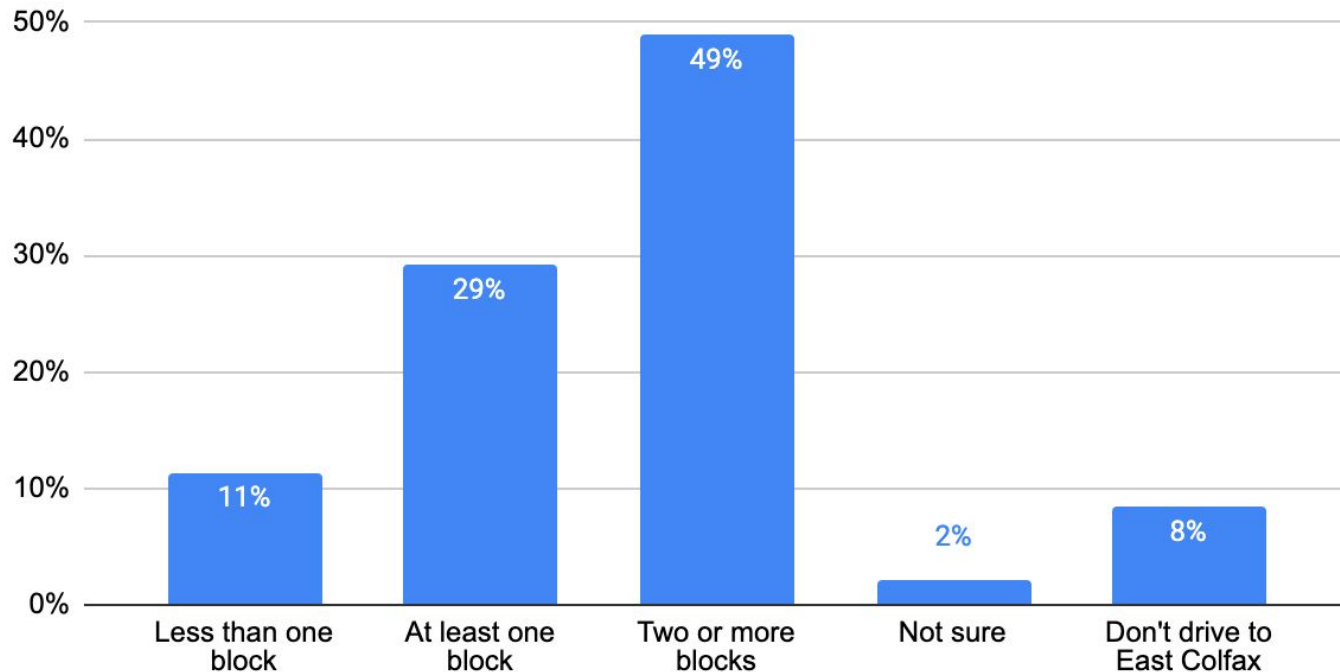
- Renters (55%)

Most likely to say “no”

- Older adults (37%)



How far are you willing to walk from a parking spot to your final destination on or near East Colfax?



Most likely to say 2 or more blocks

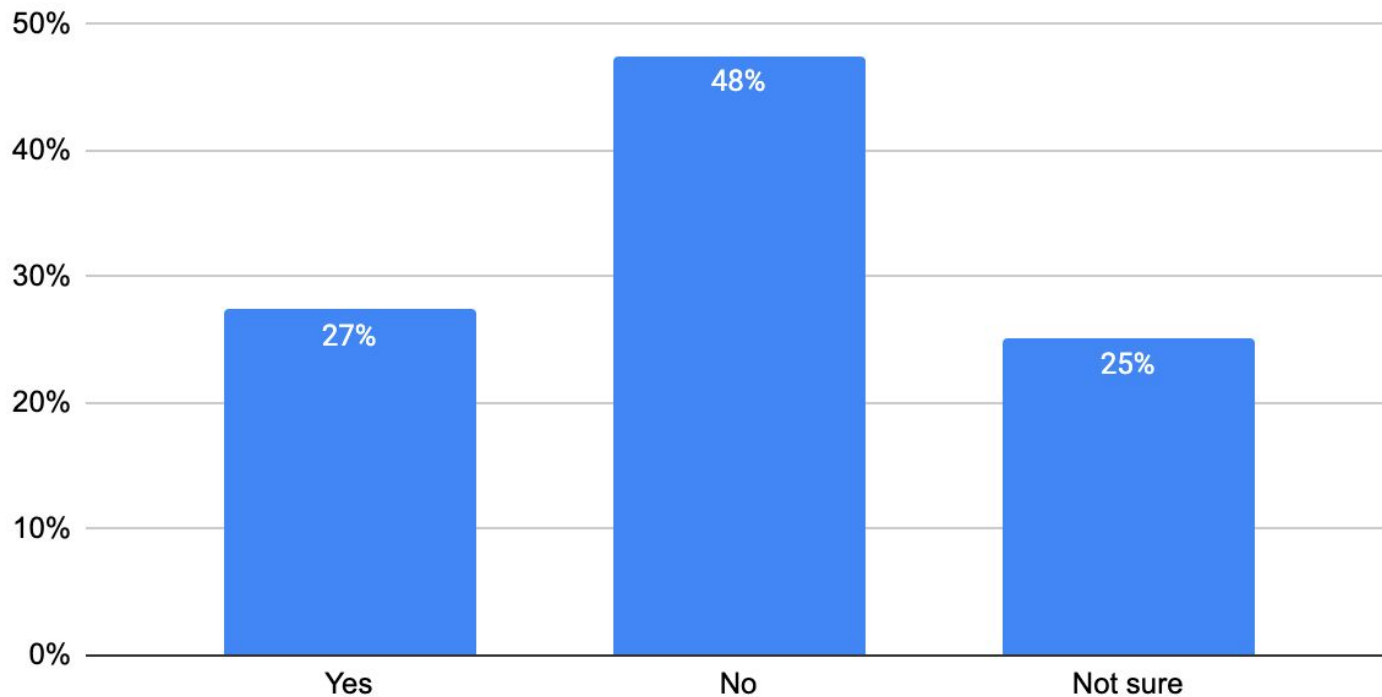
- Non-English (58%)

Most likely to say less than one block

- Older adults (31%)
- People with disabilities (29%)



Would you support an increase in the cost to park on the East Colfax corridor if that meant it was easier to find parking?



Most likely to say yes

- People with disabilities (36%)
- Non-English (33%)

Most likely to say no

- Older adults (59%)



60%



- Renters (67%)

- Older adults (46%)



Themes from open-ended question (519 people provided comments)

- Want better ped/bike (safer crossings, more shade and pedestrian amenities, better sidewalks, better bike connectivity to Colfax, secure bike parking) - 22%
- Concerned about personal safety (crime, lack of lighting, general uncleanliness, being harassed, lots of unhoused people) - 21%
- Want better transit (faster, better connections, better bus stops) - 14%
- Parking less important than other things - 13%
- Concerned about BRT - 10%
- Parking is important - 9%
- Concerned about traffic safety - 8%
- Excited about BRT - 7%



Summary of key findings

- Biggest reason for visiting Colfax is shopping and dining, which creates demand for ~2-hour parking
- Most people park on side streets, but older adults more likely to park off-street
- Most people are willing to walk some distance from their parking spot to their final destination, people with disabilities and older adults less so
- Most people only find it somewhat difficult or not difficult at all to park
- Familiarity with the area makes it less difficult to find parking
- Making it easier to walk, bike, and take public transit will draw more frequent visits than making it easier to park
- Most people would support increase in cost to park, IF revenues are invested in programs that support walking, biking, and transit



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